



Recycling Lines

Electronic Newsletter

November 2011

*Virginia Department of Environmental Quality, Division of Land Protection & Revitalization
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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Welcome to Recycling Lines. If you have suggestions on future topics for the newsletter, please send the information to Steve Coe at steve.coe@deq.virginia.gov. We welcome news submittals from the public and local governments.

America/Virginia Recycles Day 2011

The Virginia Recycling Association is once again helping in the promotion of America/Virginia Recycles Day, November 15, 2011. The following is information about this program:

Help us make recycling work in America. Of course there will be events across the state and VRA is sponsoring the annual prizes for any pledges in Virginia, but find out what is new for America Recycles Day this year by visiting www.americarecyclesday.org.

Online Ads: VRA has placed ads in four online news websites to help you promote your events. Online banner ads will run from roughly October 29 - November 15 on pilotonline.com, roanoke.com, timesdispatch.com and tricities.com. This advertising should reach about 250,000 Virginians with information about your events and the pledge contest!

Walmart Partnership: If you are looking for a high-traffic location to hold your event – Walmart is partnering with Keep America Beautiful and is inviting event organizers to host America Recycles Day education events at their stores on November 12.

Contact: Erica Trout, Virginia Recycling Association, P.O. Box 2107, Midlothian, VA 23113. 804-302-4231.
www.vrarecycles.org.

Did You Know?

- Growing demand from the packaging sector helped drive the 2010 U.S. recycling rate for PET close to 30% for the first time since 1996. The amount of recycled PET used in manufacturing increased by 7% in 2010 and broke 1 billion pounds for the first time. That's nearly 43% more recycled PET than was used in manufacturing in 2001.
- The Scrap Recycling Industry recycled more than 130 million metric tons of materials in 2010, creating savings in both energy and natural resources.

In Memoriam

October 8, 2011: Captain Ronald Anton Erchul, 73, professor emeritus, taught geology and civil engineering at the Virginia Military Institute (VMI) for 27 years, created a minor in environmental leadership and management at the university, and founded the Commonwealth of Virginia's Innovative Technology Symposium.

Captain Erchul was recognized as an important environmental leader in Virginia. In 1990, he founded the Environment Virginia Symposium, an annual statewide event which continues to attract over 700 professionals representing diverse interests to VMI each April.

The CAPT Ronald A. Erchul, Emeritus Professor, Environmental Leadership Award annually recognizes a Virginian who has made significant individual efforts to better the environment. The award is coordinated by the VMI Center for Leadership and Ethics at the Environment Virginia Symposium.

Virginia's Recycling Rate Continues to Grow

The Department of Environmental Quality (DEQ) has issued its annual report on recycling by Virginia localities in calendar year 2010. Using data from the recycling rate reports submitted by the seventy-one solid waste planning units, DEQ reports that Virginia, as a state, recycled 40.5 % of its municipal and other solid wastes in 2010. The report quantifies the continuing growth of recycling in the Commonwealth, shows an improvement over the 2009 recycling rate of 38.6%, and reflects the on-going support by Virginians for recycling in their communities. The adoption of single-stream collection methods by many recycling programs appears to have spurred the capture of more material for recycling.

The report can be viewed at DEQ's recycling website, <http://www.deq.virginia.gov/recycle/recycle.html>. The report provides an overview of the materials recycled, the amount of waste disposed, and a listing of the recycling rate reported by each solid waste planning unit for 2010. Recycling rate reports from previous years can also be viewed at the web site.



www.americarecyclesday.org

America Recycles Day 2011 Registration Open

One of the biggest barriers to recycling for individuals is knowing what is recycled in their community. On America Recycles Day, local event organizers overcome this barrier by hosting events that inform millions of people on what is recycled in their community.

Please consider organizing an America Recycles Day event -- on or around November 15. Keep America Beautiful has created materials for event organizers like you to promote recycling awareness, commitment and action in your community. In addition to a downloadable "Go-to-Guide" to make it easy for you to organize a local event to get the word out, also available are free America Recycles Day banners, bookmarks, buttons, pencils, pledge cards and posters on a first-registered, first serve basis.

To set up an account and register your America Recycles Day 2011 event go to: <http://events.kab.org>.

After setting up your account, hit the register button and you will be taken to the registration site: <http://events.kab.org/events/ard/register/>

Virginia Tech Authors "Green" Game Day Guidance

BLACKSBURG, Va., Oct. 21, 2011 – "[Starting from Scratch: Greening Your Game Day](#)," a document produced by Virginia Tech students working with the [Office of Energy and Sustainability](#), can help colleges and universities implement or improve game day recycling and sustainability efforts.

The document not only provides the framework for developing a game day program from scratch, but also includes a road map for continually improving your existing program.

At the conclusion of the [2010 Game Day Challenge](#), a friendly competition formed by the U.S. Environmental Protection Agency (EPA), a need for this type of tool kit was identified. Colleges and universities of all sizes requested a comprehensive resource that provided detailed information on how to launch and manage an effective game day program. This project was designed to not only meet that identified need, but do so by allowing students to apply the concepts and skills they've learned in the classroom to real world challenges that exist on most college campuses.

"This was an incredible opportunity for students to be able to conduct original research and then translate it into a resource for the higher education community. Not only are we providing a critical resource for our colleagues across the nation, but we are doing so through the development of our students," said Angie De Soto, Virginia Tech's Campus Sustainability Planner.

The tool kit began with a comprehensive survey distributed and evaluated in the spring of 2011 by the Virginia Tech student team. Colleges and universities were targeted that have previously demonstrated successful zero waste events in order to compile and streamline best practices.

The final tool kit was developed in collaboration with the EPA and a national panel of technical experts from The Ohio State University, Penn State, Peninsula Sanitary Service Inc./Stanford Recycling, University of Colorado Boulder, and Wake Forest University. The project is supported by the College and University Recycling Coalition, Association for the Advancement of Sustainability in Higher Education, and Keep America Beautiful, all critical national sustainability organizations.

The Virginia Tech Office of Energy and Sustainability was also involved in the College and University Recycling Coalition webinar, "[Game Day: A Step Towards Sustainability in College Athletics](#)". This webinar highlighted successful waste minimization efforts in college athletics and provided tools for launching similar programs.

Article from Virginia Tech News, written by Hilary West, (540) 231-0235, hilaryw@vt.edu.

Direct link to guide:

http://curc3r.org/images/pdfs/collegiate_football_smm_guide_final.pdf

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U.S. Composting Council Poster Contest

The U.S. Composting Council is calling for entries in its 2012 ICAW Poster Contest. The contest is running until November 30, 2011 and is open to anyone who wants to help celebrate composting and promote the benefits of composting and compost use. The winning poster will serve as the 2012 International Compost Awareness Week promotional media piece.

This year's participants are tasked with creating a poster that reflects the theme "Compost!... Replenish the Earth for Generations." **Posters must be submitted to the USCC by Wednesday, November 30, 2011.** Online judging will take place in December. The Poster Contest Winner will have his/her poster reproduced and distributed nationwide as the official 2012 International Compost Awareness Week poster and featured on the US Composting Council Web site www.compostingcouncil.org. The overall winner will receive a \$500 prize and other divisional winners will each receive a \$100 prize. Contest divisions are grades 3-7, grades 7-12, and college - adult. All participants will receive an ICAW/USCC Certificate of Participation.

Previous winning posters, as well as this year's registration forms and rules, can be viewed at compostingcouncil.org/posters/. For questions, please contact icaw@compostingcouncil.org.

2012 Governor's Environmental Excellence Awards

The application period for the 2012 Governor's Environmental Excellence Awards is now open and will run through the end of November. The awards, which are coordinated by DEQ in partnership with DCR, recognize outstanding achievements in four categories: environmental projects, environmental programs, land conservation projects, and land conservation programs.

Awards are presented at the annual Environment Virginia Symposium. Eligible applicants include manufacturers, commercial businesses, government agencies, partnerships and not-for-profit organizations. More information is available at <http://www.deq.virginia.gov/p2/geea/homepage.html>.

Calendar of Events

November 15: America/Virginia Recycles Day.

Recycling Web Links of Interest

- <http://store.sony.com/webapp/wcs/stores/servlet/ContentDisplayView?hideHeaderFooter=false&storeId=10151&catalogId=10551&langId=-1&cmsId=tradeup> (Sony website which provides information on recycling electronics for Sony credits or about eCycling)